

Using the cloud to store and save files



Future Scheduled Training
Competitive Landscape
Use Case Deep Dive
Technology Deep Dive
Access Methods to the Cloud

Agenda

- The promise of the cloud for storage
- Uses for cloud storage from consumer to commercial
- End user managed storage
 - Google Drive example
- The role of encryption
- Cloud storage gateways and cloud storage providers (targets)

Cloud Storage lets you store and access data on a reliable infrastructure

SPEED

Global Network

Lowest latency for rapid access

Data Center Efficiency

Maximal service at critical need

RELIABILITY

World-Class Reliability

99.9% SLA

Availability of your Data

Multiple Copies

SCALABILITY

Unlimited Objects

There is no limit to # objects

Big Object Size

USES

File Sharing

Active Archiving

Application Storage



What type of files belong in the Cloud

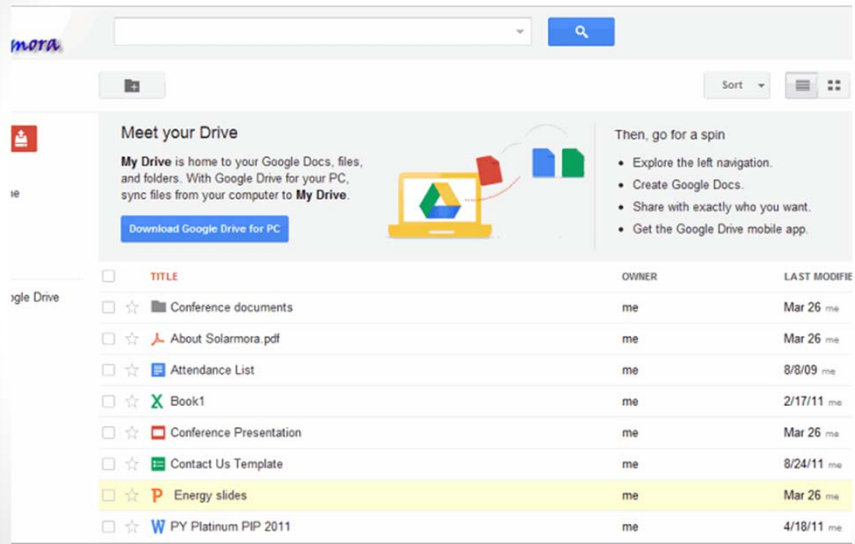
- Files I create and use
- Infrequently accessed unstructured content
- Backup data
- Archival data
- Video & Images
- Any data that resides on tape
- Any data that must be retained for regulatory compliance
- Data that must be shared across data centers, cities, states or countries—distributed content & collaboration

Cloud Storage Landscape



This slide gives an overview of the current landscape of competitors in the Cloud Storage arena.

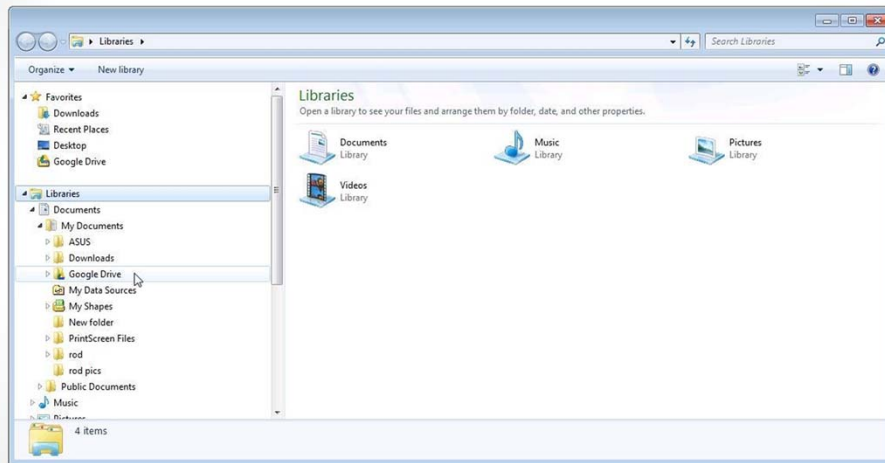
Google Drive your "G" drive in the sky

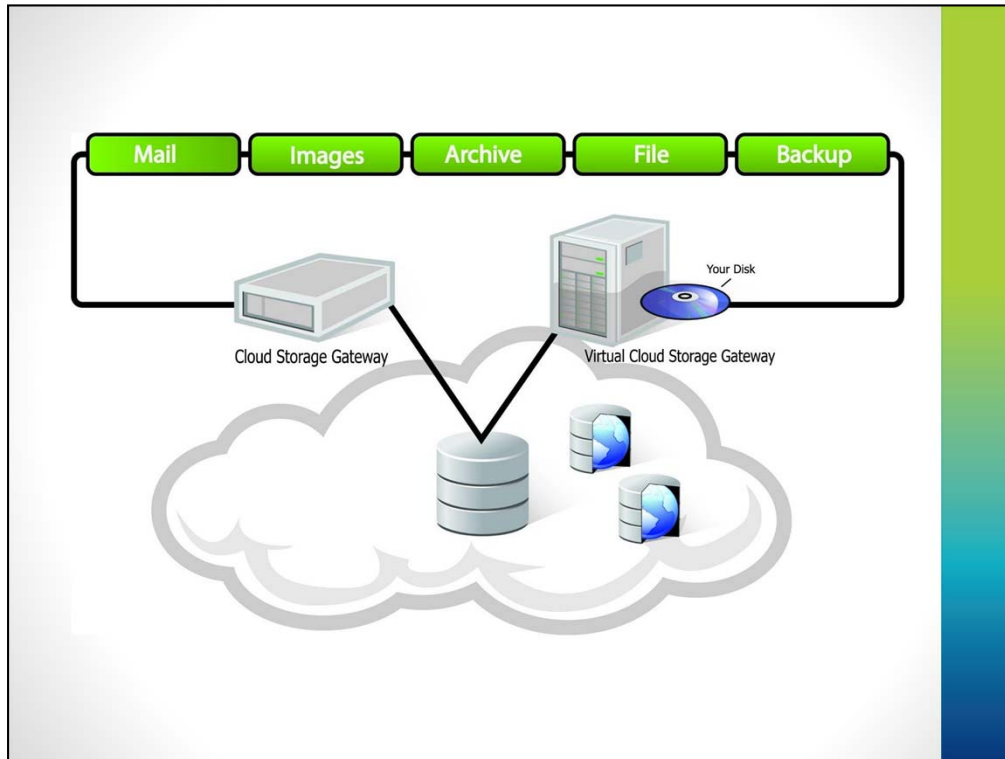


The screenshot shows the Google Drive web interface. At the top, there's a search bar and a 'Sort' dropdown. Below the search bar, a 'Meet your Drive' section explains that My Drive is home to Google Docs, files, and folders, and provides a 'Download Google Drive for PC' button. To the right of this section, there's a list of tips: 'Explore the left navigation.', 'Create Google Docs.', 'Share with exactly who you want.', and 'Get the Google Drive mobile app.' Below these sections is a table of files. The table has columns for 'TITLE', 'OWNER', and 'LAST MODIFIED'. The files listed are: 'Conference documents', 'About Solarmora.pdf', 'Attendance List', 'Book1', 'Conference Presentation', 'Contact Us Template', 'Energy slides' (highlighted in yellow), and 'PY Platinum PIP 2011'. All files are owned by 'me' and have various last modified dates.

TITLE	OWNER	LAST MODIFIED
Conference documents	me	Mar 26 me
About Solarmora.pdf	me	Mar 26 me
Attendance List	me	8/8/09 me
Book1	me	2/17/11 me
Conference Presentation	me	Mar 26 me
Contact Us Template	me	8/24/11 me
Energy slides	me	Mar 26 me
PY Platinum PIP 2011	me	4/18/11 me

Google Drive on your desktop





Corporate files

- Infrequently accessed unstructured content
- Backup data
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Use Case Solutions Solving Pressing Enterprise Storage Problems

Files that require data protection

Backup / Archive

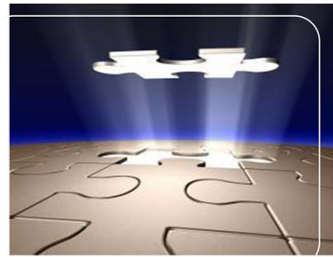
- Preservation of valuable data
- Compliance
- Legal hold
- Disaster Recovery



Logical Data Security

3 keys to Business Class Cloud Storage

- 256 bit AES Encryption client option
 - Data encrypted before transfer
- SSL for data transfer
 - Encrypts file names in transfers
- File obscuration
 - De-identify physical file, removing filename, owner, and type



Top Qualifying Questions

- What's your business continuity strategy? Does it include automatic failover with live replicas of your data for immediate business operations and continuous data accessibility?
- Are you looking to reduce CapEx?
- Are you looking to lower your storage administration costs?
- Do you have infrequently accessed data? How do you currently store it?
- Do you have an MBO to implement a cloud strategy this year?
- What is your current solution for data mobility across branch offices?
- Are you looking for a data/content collaboration solution across multiple geo locations?
- Do you have recovery time objectives / recovery point objectives?

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